

ORDER



Orders
Order / Rev: 207167
Alt Order #:
Product Desc: STABENOW FOR SENATE 2012
Estimate: 12018
Flight Dates: 09/24/12 - 09/30/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: REG

Primary AE: WOOD Local House
Sales Office: L-GR
Sales Region: Loc

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Stabenow for Senate 2012
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	47	\$23,625.00	\$20,081.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	47	\$23,625.00	\$20,081.25	0.00
Totals	47	\$23,625.00	\$20,081.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOOD	09/24/12	09/28/12	5am Daybreak 5am Daybreak	CM	5a-6am	11111--	:30	5	\$150.00	P4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	11111--			5		\$150.00		0.00				
2	WOOD	09/24/12	09/28/12	6am Daybreak 6am Daybreak	CM	6-7a	11-11--	:30	4	\$400.00	P4	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	11-11--			4		\$400.00		0.00				
3	WOOD	09/24/12	09/28/12	Today Show M-F Today Show	CM	658-9a	11111--	:30	5	\$650.00	P4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	11111--			5		\$650.00		0.00				
4	WOOD	09/29/12	09/29/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	-----1-	:30	1	\$275.00	P4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1-			1		\$275.00		0.00				
5	WOOD	09/30/12	09/30/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----1	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1			1		\$250.00		0.00				
6	WOOD	09/26/12	09/26/12	Today Show 2 Today Show 2	CM	9-10a	--1----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--1----			1		\$300.00		0.00				

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WOOD	09/27/12	09/27/12	Today Show 3 Today Show 3	CM	10-11a	--- 1---	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--- 1---		1			\$200.00			0.00			
8	WOOD	09/24/12	09/24/12	Noon News News 8 @ Noon	CM	12-1p	1-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1			\$225.00			0.00			
9	WOOD	09/25/12	09/25/12	M-F 2-3p Rachael Ray	CM	2-3p	- 1-----	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1-----		1			\$75.00			0.00			
10	WOOD	09/24/12	09/27/12	M-F 3-4p Dr Oz	CM	3-4p	1-- 1---	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-- 1---		2			\$125.00			0.00			
11	WOOD	09/26/12	09/28/12	M-F 4-5p Ellen	CM	4-5p	-- 1- 1--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- 1- 1--		2			\$400.00			0.00			
12	WOOD	09/25/12	09/27/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	- 1- 1---	:30	2	\$675.00	P4	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 1- 1---		2			\$675.00			0.00			
13	WOOD	09/26/12	09/28/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-- 1- 1--	:30	2	\$675.00	P4	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- 1- 1--		2			\$675.00			0.00			
14	WOOD	09/24/12	09/27/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	1-- 1---	:30	2	\$1,125.00	P4	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-- 1---		2			\$1,125.00			0.00			
15	WOOD	09/25/12	09/28/12	M-F 7-730p Inside Edition	CM	7-730p	- 11- 1--	:30	3	\$450.00	P4	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	- 11- 1--		3			\$450.00			0.00			
16	WOOD	09/27/12	09/27/12	M-F 730-8p Access Hollywood	CM	730-8p	--- 1---	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	--- 1---		1			\$400.00			0.00			
17	WOOD	09/24/12	09/24/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	1-----	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1			\$2,000.00			0.00			
18	WOOD	09/24/12	09/26/12	Wed Prime Other 1 Wed 10-11p (10:00 PM-11:00 PM)	CM	10-11p	-- 1----	:30	1	\$875.00	P4	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- 1----		1			\$875.00			0.00			
19	WOOD	09/28/12	09/28/12	Fri Hour 2 Friday 9-10p	CM	9-10p	---- 1--	:30	1	\$875.00	P4	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	---- 1--		1			\$875.00			0.00			
20	WOOD	09/29/12	09/29/12	Sat Hour 1 Saturday 8-9p	CM	8-9p	----- 1-	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	----- 1-		1			\$200.00			0.00			
21	WOOD	09/25/12	09/28/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- 11- 1--	:30	3	\$900.00	P4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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21	WOOD	09/25/12	09/28/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- 11- 1- -	:30	3	\$900.00	P4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- 11- 1- -		3				\$900.00		0.00			
22	WOOD	09/30/12	09/30/12	NFL 11p News Sun 11p News (NFL)	CM	1130-12a	- - - - - 1	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- - - - - 1		1				\$500.00		0.00			
23	WOOD	09/24/12	09/27/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	1 111- - -	:30	4	\$300.00	P4	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	1 111- - -		4				\$300.00		0.00			
N 24	WOOD	09/30/12	09/30/12	Today Show Su Today Show Sunday	CM	758-9a	- - - - - S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- - - - - S		1				\$600.00		0.00			
													Totals	47	\$23,625.00